



# THE CROSS

COMMERCIAL ROAD, POOLE, BH14 0JD

# WELCOME

Fortitudo is delighted to bring to the market, The Cross, a development of 22 modern apartments and one ground floor commercial unit, featuring a Co-operative Food. The Cross is a short walk away from the town centre of Poole, a thriving commercial district next to award-winning beaches.

An experienced development company in both residential and commercial schemes, Fortitudo works alongside trusted partners who are industry experts to deliver excellence. Our bespoke homes turn dreams into reality and enable people to finally get on the property ladder.



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# THE PLACE TO BE

The Cross, is more than just a place to live. It is a way of living, a place surrounded by endless enjoyment.



Welcome to Ashley Cross's Co-op



FROM SOUTH  
MEDITERRANEAN CUISINE

TAPAS & WINE BAR  
COCKTAIL BAR





## ABOUT ASHLEY CROSS

Ashley Cross is a thriving, up and coming suburb on the outskirts of Poole. It has become a popular area with young professionals who enjoy a range of amenities in close proximity. The established location is home to around one-hundred restaurants, bars and shops with very reliable transport services. Parkstone railway station offers direct services to and from London as well as Southampton, Winchester and Weymouth, making Ashley Cross an ideal spot for commuters.

Ashley Cross is part of the area known as Parkstone: Lower Parkstone, better known as Ashley Cross, is situated on the A35 between Bournemouth and Poole. The area is a short drive from Poole Harbour, Sandbanks Peninsula and an easy drive to the New Forest. The eclectic range of architecture dating back to the Victorian and Edwardian era combined with stylish and modern buildings gives the area its particular appeal.

# ON YOUR DOORSTEP

## PARKLAND

The Green, a small park directly opposite The Cross is perfect for a lazy sit-down or short stroll. Every year in July, Ashley Cross hosts community, family festival, 'Groove on the Green'. Poole Park is only an 18-minute walk away and consists of 110 acres of parkland. Bestowed a Green Flag Award, it offers tranquillity, features a saltwater lagoon and beautiful lakes and hosts many family and charity events.



## HOSPITALS AND MEDICINE

Poole Hospital is only 0.9 miles away from The Cross, has an Accident & Emergency room and is open 24 hours. Bournemouth Hospital also offers the same services. The Cross has a Lloyds Pharmacy on its doorstep with daytime opening hours and Asda Poole Superstore is an 8-minute drive away and has a 24-hour pharmacy.

## SHOPPING

Poole offers a truly diverse shopping experience, with a combination of large chain stores to individually owned businesses and boutiques. Discover high-street shops in Poole Dolphin Centre or browse small stores nearby in Ashley Cross. If you fancy going a little further afield, Castlepoint and Bournemouth aren't short of top brands and eateries for a bite to eat.



## THE COAST

Just around the corner is a 7 mile stretch of white sandy Blue Flag beach from Sandbanks to Bournemouth Pier. Home to various fun-packed water facilities, Poole hosts powerboat racing and yachting events every summer. Not only is Poole blessed with luxury golden sands but you can also enjoy stunning views across the natural Poole Harbour towards Brownsea Island and Poole Quay. Poole is a haven for lovers of the coast.



## BARS AND EATERIES

Cosmopolitan Ashley Cross boasts many favourable eateries and bars, fine dining includes Asian fusion restaurant, Drgnfly and French restaurant, Isabel's. You'll also find popular dining venues with live music, such as Camden Bar & Kitchen, Le Bateau and The Dancing Moose. Or, if you want something a little more laid back, try Coffee #1, Chicken & Blues and the artisan bakers, Mark Bennett's - the options are endless.



## GYM AND LEISURE

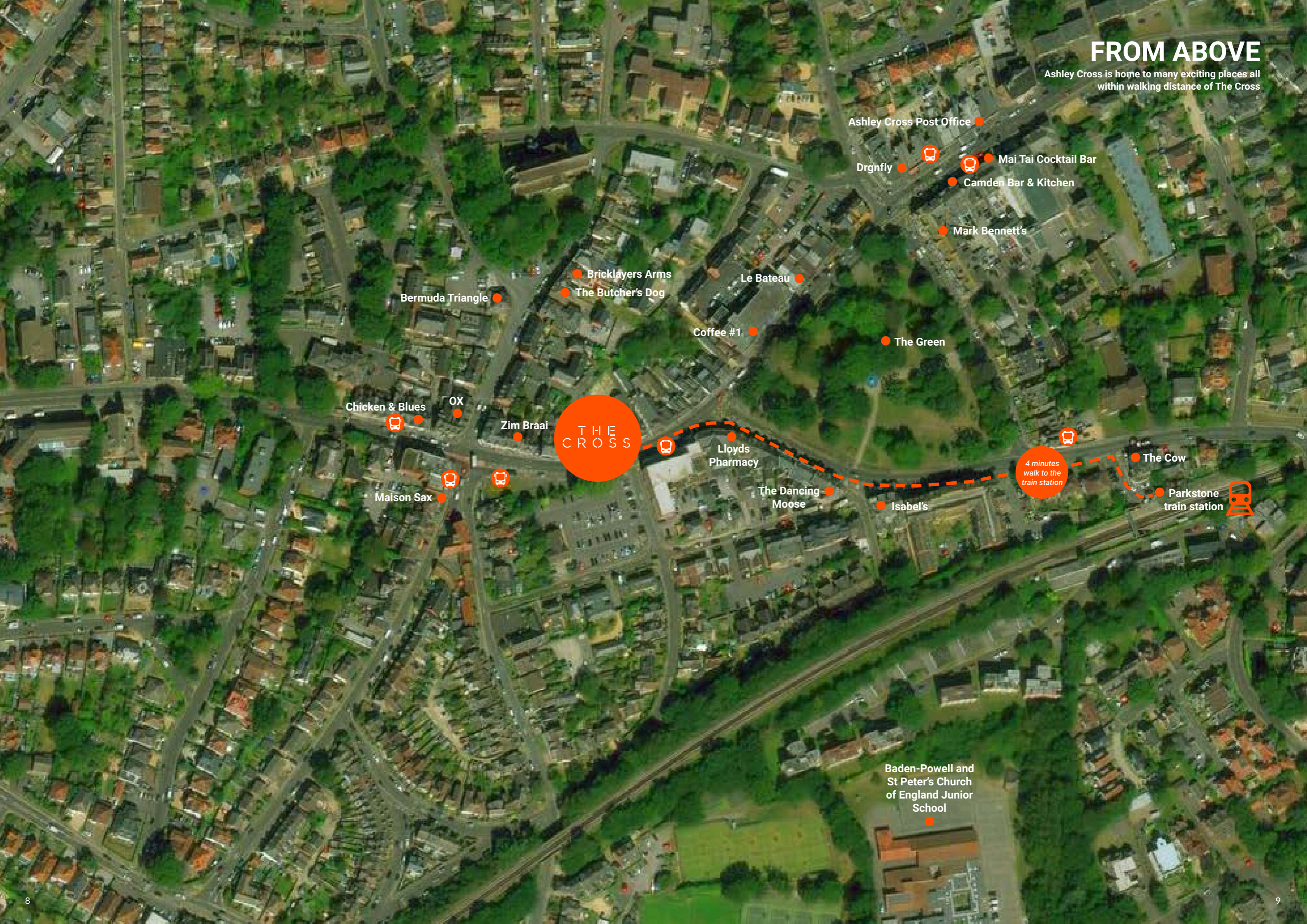
Whether you're looking for a leisure club or a gym that is open 24 hours, Poole has them all. David Lloyd has tennis courts and heated pools. Try Anytime Fitness or Pure Gym if you don't like to be constricted to time. Or, if you want to stay local, DW Fitness First in Branksome is just up the road and Poole (Dolphin) Leisure Centre is a 5-minute drive away.

## ARTS AND ENTERTAINMENT

Poole is enhanced by its centre for the arts, The Lighthouse, where creative work is made, rehearsed, discussed, shared and presented - discover a variety of entertainment for all ages. Tower Park offers a galaxy of fun, from Splashdown Waterpark, Cineworld Cinemas, Hollywood Bowl bowling, Buzz Bingo, Lemur Landings Soft Play and a range of restaurants, open from early until late. For a thrill try, Poole Stadium Greyhound Racing and Poole Speedway.

# FROM ABOVE

Ashley Cross is home to many exciting places all within walking distance of The Cross



Ashley Cross Post Office

Drgnfly

Mai Tai Cocktail Bar

Camden Bar & Kitchen

Mark Bennett's

Bermuda Triangle

Bricklayers Arms

The Butcher's Dog

Le Bateau

Coffee #1

The Green

Chicken & Blues

OX

Zim Braai

THE CROSS

Lloyds Pharmacy

The Dancing Moose

Isabel's

4 minutes walk to the train station

The Cow

Parkstone train station

Maison Sax

Baden-Powell and St Peter's Church of England Junior School



## TRAVEL CONNECTIONS

The Cross is in the perfect position for those that wish to use the train line. Surrounded by some of the finest waters, this location has many convenient ferry connections. Plus, with Bournemouth airport only down the road, booking a holiday is hassle-free.

### TRAINS

- Parkstone Train Station (0.1 miles)
- Branksome Train Station (1.6 miles)
- Poole Train Station (1.6 miles)
- Bournemouth Train Station (4.6 miles)
- Christchurch Train Station (10.2 miles)

### AIRPORT

- Bournemouth Airport (9.6 miles)
- Southampton Airport (36.3 miles)
- Bristol Airport (71.9 miles)
- Heathrow Airport (91.7 miles)
- Gatwick Airport (99.9 miles)

### FERRY

- Sandbanks Chain Ferry (3.9 miles)
- Poole Ferry Terminal (3.6 miles)
- Southampton Ferry Terminal (34 miles)
- Portsmouth Ferry Terminal (54 miles)



## GETTING AROUND

The Cross puts you in easy reach of many locations. Whether you're driving or utilising public transport. Parkstone train station is just a 4 minute walk, whilst the nearest bus stop is just outside the development.

*(Approximate journey times)*



	Car	Train
<b>BOURNEMOUTH</b>	12 mins	11 mins
<b>BOURNEMOUTH AIRPORT</b>	23 mins	N/A
<b>WAREHAM</b>	23 mins	17 mins
<b>CHRISTCHURCH</b>	25 mins	21 mins
<b>NEW FOREST (ASHURST)</b>	48 mins	47 mins
<b>SOUTHAMPTON</b>	52 mins	41 mins
<b>WINCHESTER</b>	1 hour 13 minutes	1 hour 3 minutes
<b>HEATHROW AIRPORT</b>	2 hours 7 minutes	2 hours 26 minutes
<b>GATWICK AIRPORT</b>	2 hours 18 minutes	2 hours 53 minutes
<b>LONDON WATERLOO</b>	2 hours 43 minutes	2 hours 05 minutes

# SPRING

## DREAM MACHINES

Every Tuesday night from April to September, see hundreds of motorbikes on Poole Quay. From classics to sports, Harley Davidson to Kawasaki and everything in-between. Bring your own bike or just admire them, the choice is yours.

## EASTER FUN ON BROWNSEA ISLAND

Spot the first signs of spring and experience nature bursting into life on Brownsea Island. The weekend includes a trail and chocolate treats.

## PAMPHILL BLUEBELL WOODS

Enjoy a stroll through the bluebells at Pamphill, the wildflowers are blooming from mid-April to late May. Stop off at Pamphill Dairy for a bite to eat.

## CHRISTCHURCH FOOD & WINE FESTIVAL

A festival that evokes a sense of community pride and attracts over 70,000 visitors all looking for their very own culinary adventure.

## ABBOTSBURY SWANNERY FOR THE CYGNETS HATCHING

The beautiful sight of newly hatched swans has delighted staff at the Swannery, a great experience for the entire family.

## BOURNEMOUTH 7S FESTIVAL

The worlds largest sport and music festival, a 3-day celebration consisting of 15 arenas packed with 30,000 people. The festival hosts 400 teams and 6,000 competitors participating in Rugby, Netball, Hockey, Dodgeball, and Volleyball.



Bournemouth 7s

# SUMMER

## POOLE HARBOUR BOAT SHOW

The south coast's biggest ever free boat show features more than 200 exhibitors and entertainment for the whole family including waterborne displays, tall ships, fireworks, and live music.

## FOLK ON THE QUAY FESTIVAL

Poole Quay is transformed into a fabulous waterside music venue, complete with outdoor stages hosting award-winning folk acts, street ceilidhs and morris dancing.

## BOURNEMOUTH FOOD & DRINK FESTIVAL

10 whole days of delight for foodies. Enjoy good food, top-notch cooking skills, cocktail masterclasses and fabulous displays.

## BRITISH BEACH POLO CHAMPIONSHIPS

One of the south's most glamorous sporting events. Over the course of 2 days, spectators enjoy high adrenaline polo and legendary beach parties on the world-class Sandbanks beach.

## GROOVE ON THE GREEN

Dorset's best, longest standing live music community festival supporting Diverse Abilities Charity. The event features the best bands and musicians the south has to offer.

## SUMMER SPECTACULAR

Every Thursday on the quayside from the end of July until the end of August is live music, entertainment and family fun before a firework finale over the harbour at 10pm!

## BOURNEMOUTH AIR FESTIVAL

Bournemouth's fantastic free festival, with 4 days of action and entertainment in the air, on land and at sea.



Sandbanks Beach Polo



Arts By the Sea Festival



Bournemouth Christmas Festival

# AUTUMN

## GREAT DORSET STEAM FAIR

An excellent, action-packed day out on the outskirts of Blandford. Absorb Great Britain's industrial, agricultural and leisure history.

## BOURNEMOUTH MARATHON FESTIVAL

Run through beautiful coastal views, past Bournemouth and Boscombe Pier and amongst busy crowds cheering with support.

## ENCHANTED FLOODLIT GARDENS

Abbotsbury subtropical gardens will be ablaze with light and colour for the annual illuminations.

## BOURNEMOUTH ARTS BY THE SEA FESTIVAL

A rich mix of some of the best regional, national and international arts across dance, film, theatre, performance, visual arts, spoken word, literature and music.

## INTERNATIONAL FESTIVAL OF CULTURE POOLE

A celebration of food, music, dance, performance and fun activities with the support of local community groups.

## OKTOBERFEST

Bavarian beers and snacks, oompah bands, rock and pop cover bands, fairground rides and games including axe throwing and stein carrying.

## NOVEMBER 5TH FIREWORKS ON POOLE QUAY

Enjoy live music, family entertainment, jugglers and fire performances throughout the evening. There will also be children's rides, bouncy castles and workshops. The firework finale will start at 8pm.

# WINTER

## CHRISTMAS AT BOURNEMOUTH

The place to be for the festive season, featuring a two-storey Alpine Lodge serving festival tipples, delicious cheese and platters, the bar has both indoor and outdoor seating for your convenience.

## CHRISTMAS AT POOLE HIGH STREET

Christmas arrives at Poole High Street and brings with it a host of free, family-friendly events, Santa and late-night shopping to celebrate the season. A free park and ride will also run every Saturday in December.

## BOURNEMOUTH CHRISTMAS TREE WONDERLAND

Indulge in a little glamour during the festive season with twinkling lights displayed in Bournemouth gardens. To top it off, there are also alpine stores and an ice rink.

## BATH TUB RACE AT POOLE QUAY

Pop along to the quayside to cheer on the crazy crews as they take to their specially constructed bathtub vessels for this annual feel-good race.

## MONKEY WORLD

Dorset residents get 50% off standard entry prices during the month of January, simply take your ID along with you to see the 250 monkeys and apes.

## KINGSTON LACY SNOWDROPS

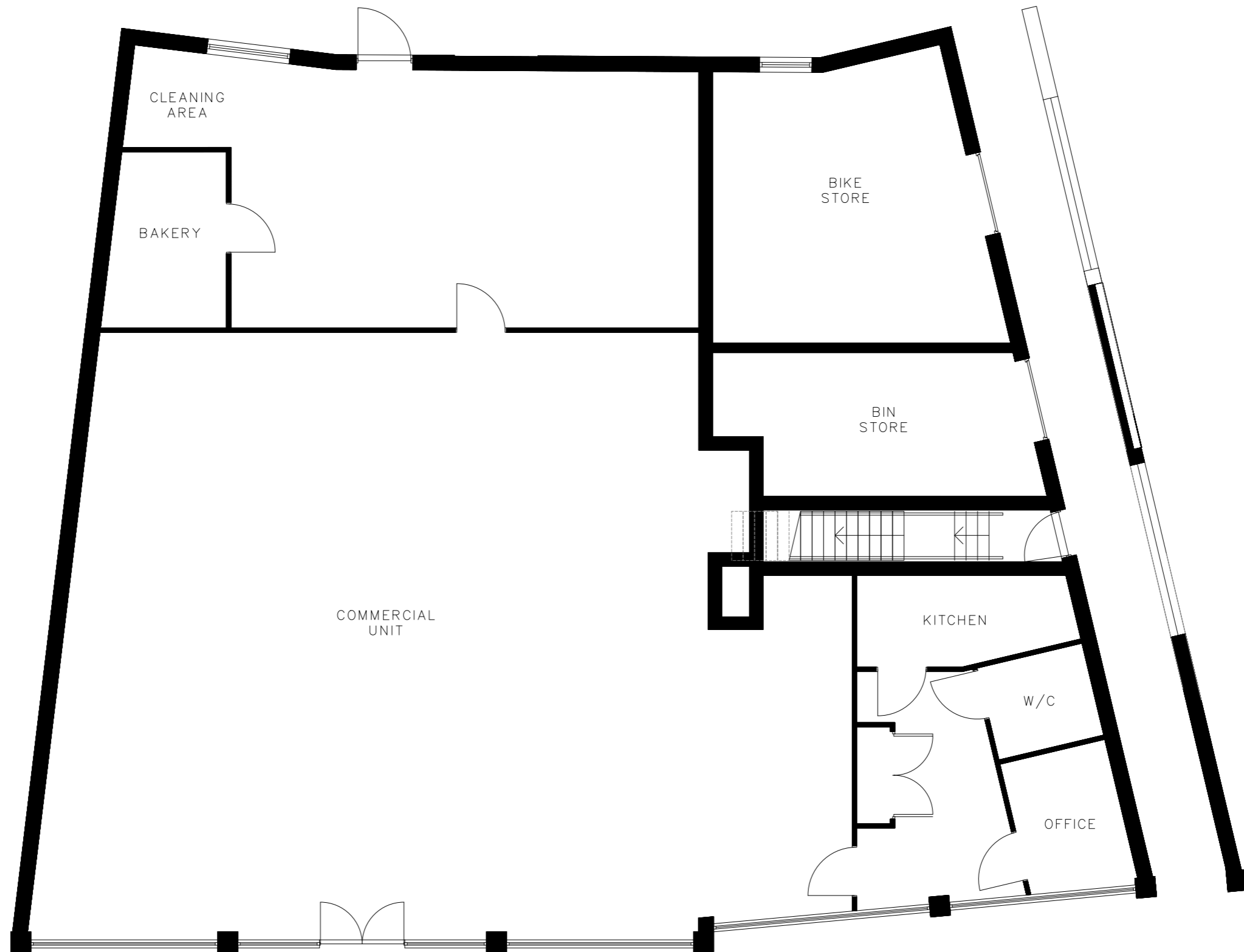
A beautiful walk through the gardens in Wimborne Minster during January, see the first sign of spring emerge through the frozen soil. Stroll through a stretch of 40-acres for 1.5 miles from 10am – 4pm.



# FLOOR PLANS

The development consists of two blocks. Block A which holds 16 apartments is situated along the front of the Commercial Road and Block B is behind, holding 6 apartments. All of the units are associated with the government Help to Buy scheme, giving aspiring first-time buyers an opportunity to own their own home.

## BLOCK A GROUND FLOOR



# BLOCK A FIRST FLOOR

## UNIT 1

Bedroom: 2.50 x 4.30  
Kitchen/Dining/Living: 4.20 x 6.80  
Bathroom: 1.30 x 2.38

## UNIT 2

Bedroom: 3.48 x 3.60  
Kitchen/Dining/Living: 3.80 x 5.65  
Bathroom: 1.60 x 2.25

## UNIT 3

Bedroom: 2.68 x 3.35  
Kitchen/Dining/Living: 4.95 x 8.21  
Bathroom: 2.68 x 1.42

## UNIT 4

Bedroom: 2.67 x 3.71  
Kitchen/Dining/Living: 4.45 x 7.60  
Bathroom: 1.41 x 2.12

## UNIT 5

Bedroom: 2.65 x 4.42  
Kitchen/Dining/Living: 4.40 x 7.60  
Bathroom: 1.47 x 2.15

## UNIT 6

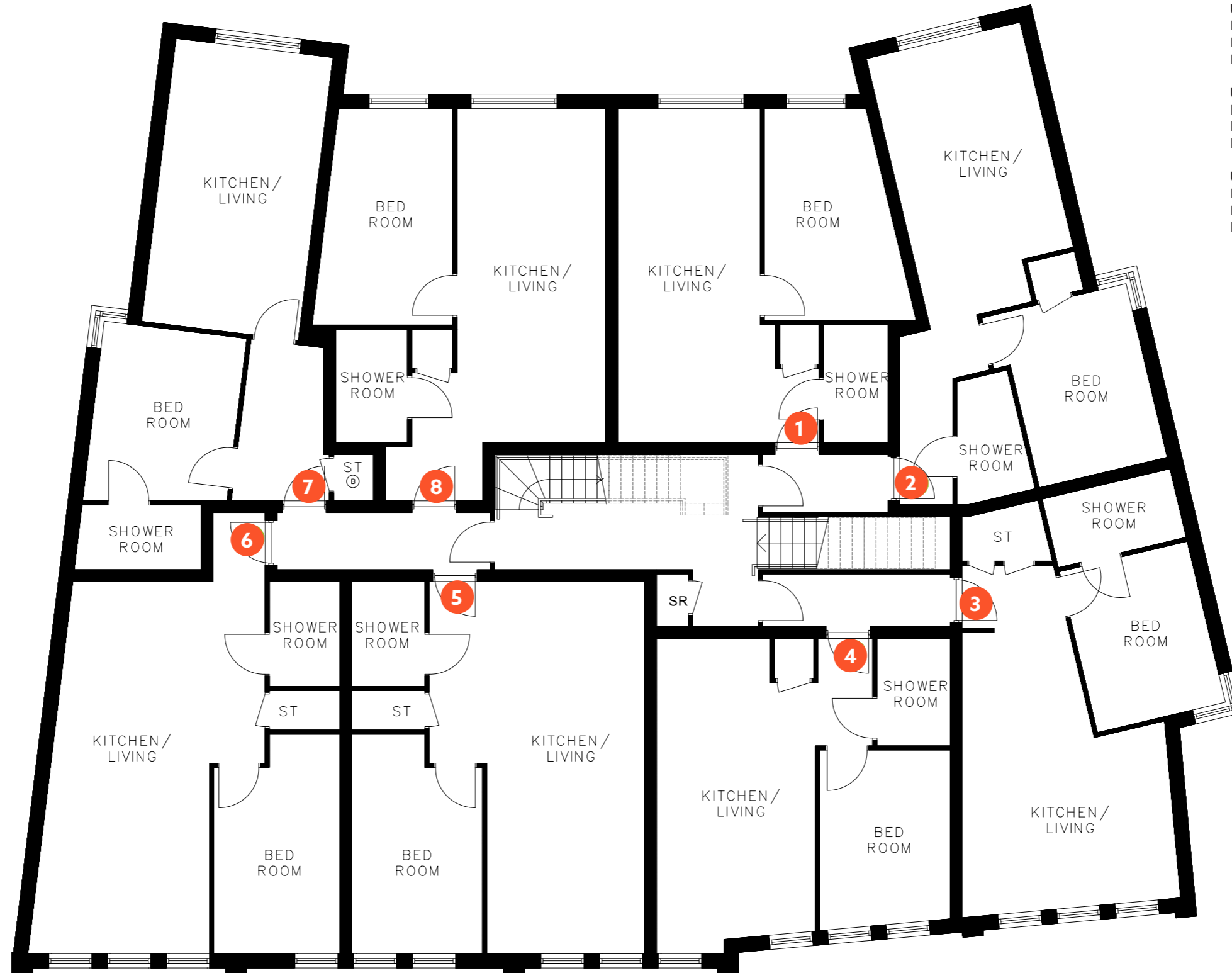
Bedroom: 2.55 x 4.42  
Kitchen/Dining/Living: 4.38 x 7.70  
Bathroom: 1.40 x 2.15

## UNIT 7

Bedroom: 3.35 x 3.55  
Kitchen/Dining/Living: 3.18 x 5.98  
Bathroom: 2.50 x 1.45

## UNIT 8

Bedroom: 2.85 x 4.50  
Kitchen/Dining/Living: 3.00 x 6.80  
Bathroom: 1.45 x 2.58



# BLOCK A SECOND FLOOR

## UNIT 9

Bedroom: 2.50 x 4.30  
Kitchen/Dining/Living: 4.18 x 6.80  
Bathroom: 1.25 x 2.38

## UNIT 10

Bedroom: 3.48 x 3.60  
Kitchen/Dining/Living: 3.80 x 5.65  
Bathroom: 1.60 x 2.25

## UNIT 11

Bedroom: 2.68 x 3.35  
Kitchen/Dining/Living: 4.95 x 8.21  
Bathroom: 2.68 x 1.42

## UNIT 12

Bedroom: 2.67 x 3.71  
Kitchen/Dining/Living: 4.45 x 7.60  
Bathroom: 1.41 x 2.12

## UNIT 13

Bedroom: 2.65 x 4.42  
Kitchen/Dining/Living: 4.40 x 7.60  
Bathroom: 1.47 x 2.15

## UNIT 14

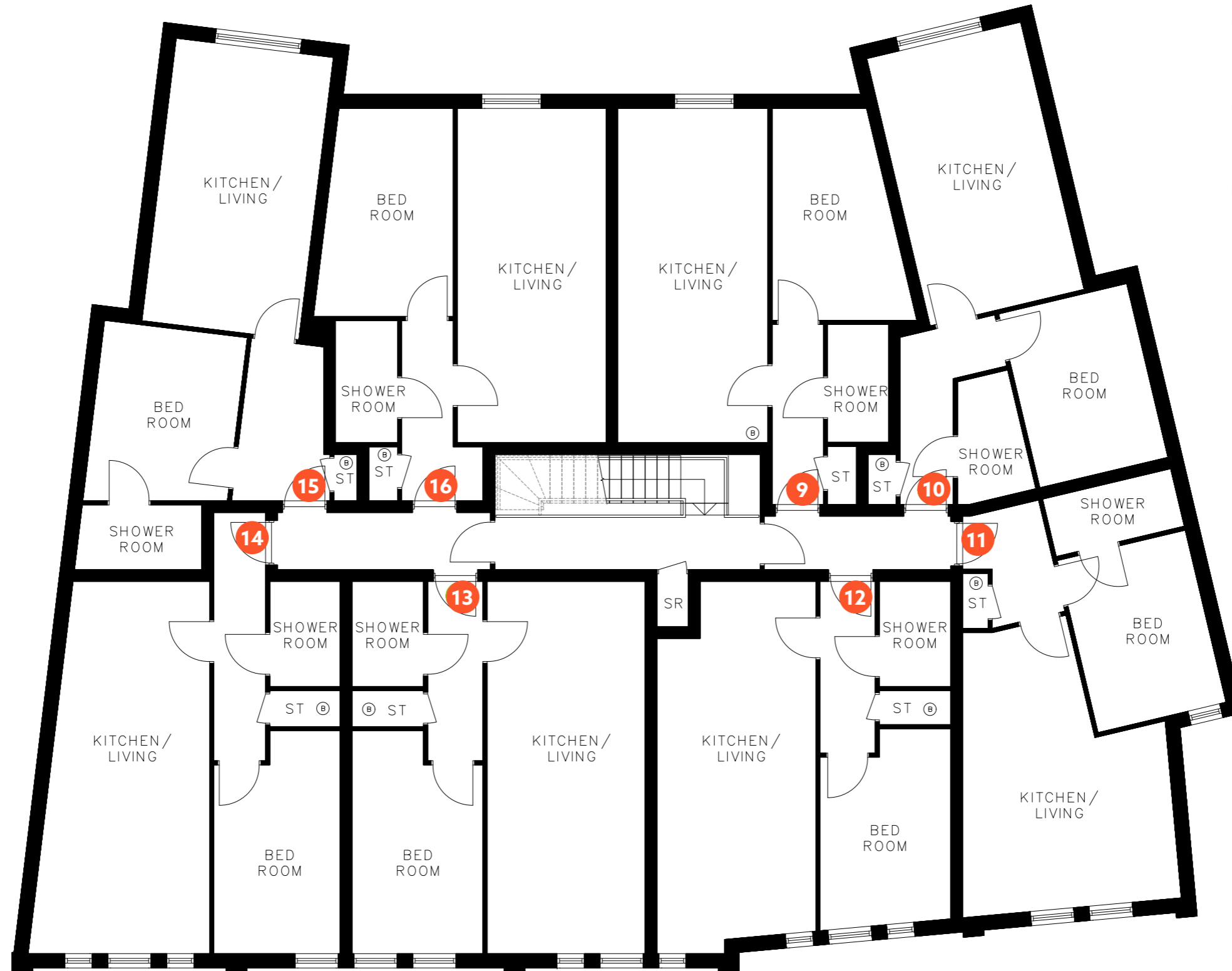
Bedroom: 2.55 x 4.42  
Kitchen/Dining/Living: 4.38 x 7.70  
Bathroom: 1.40 x 2.15

## UNIT 15

Bedroom: 3.35 x 3.55  
Kitchen/Dining/Living: 3.18 x 5.98  
Bathroom: 2.50 x 1.45

## UNIT 16

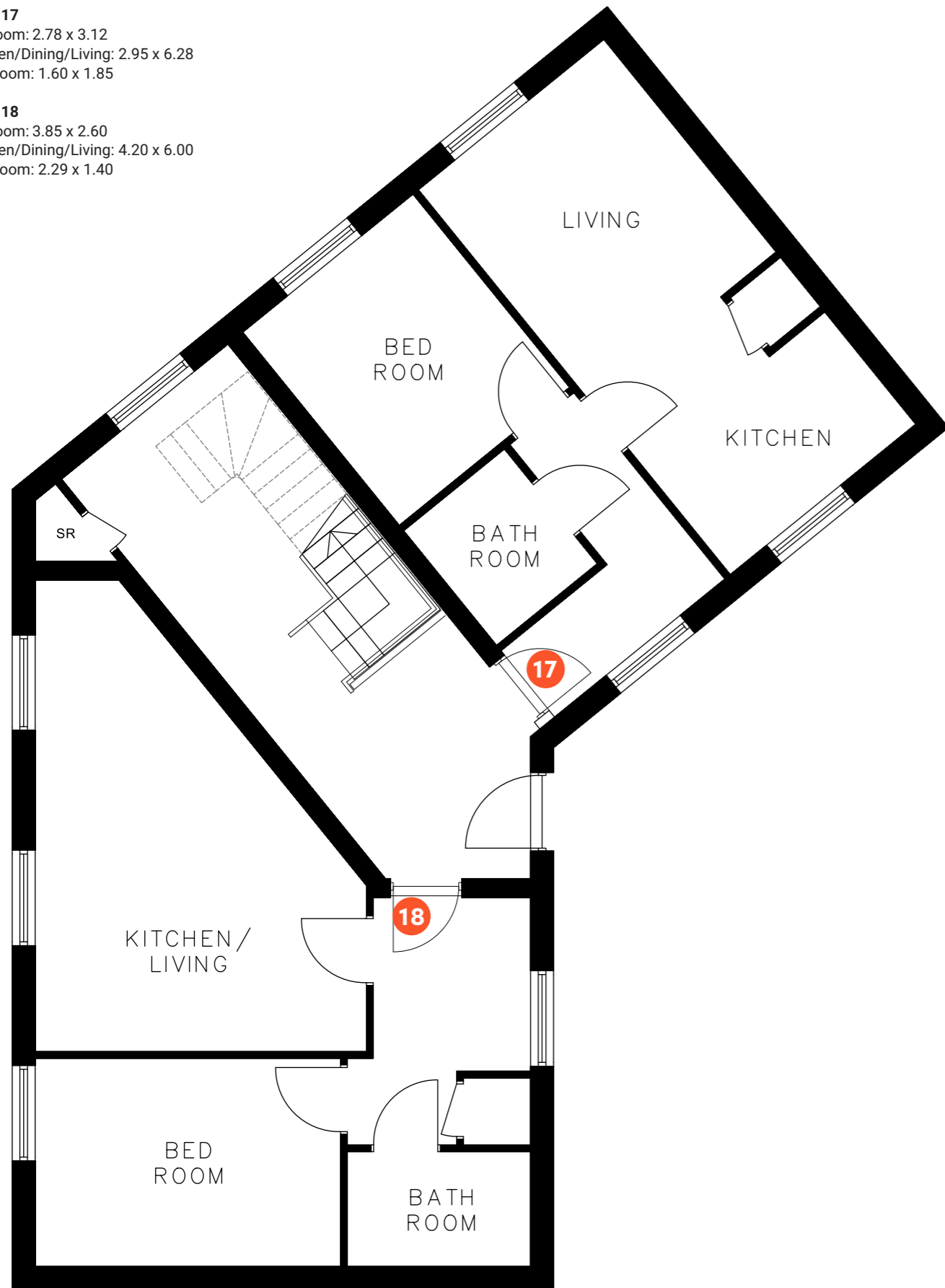
Bedroom: 2.85 x 4.50  
Kitchen/Dining/Living: 3.00 x 6.80  
Bathroom: 1.45 x 2.58



**BLOCK B  
GROUND FLOOR**

**UNIT 17**  
Bedroom: 2.78 x 3.12  
Kitchen/Dining/Living: 2.95 x 6.28  
Bathroom: 1.60 x 1.85

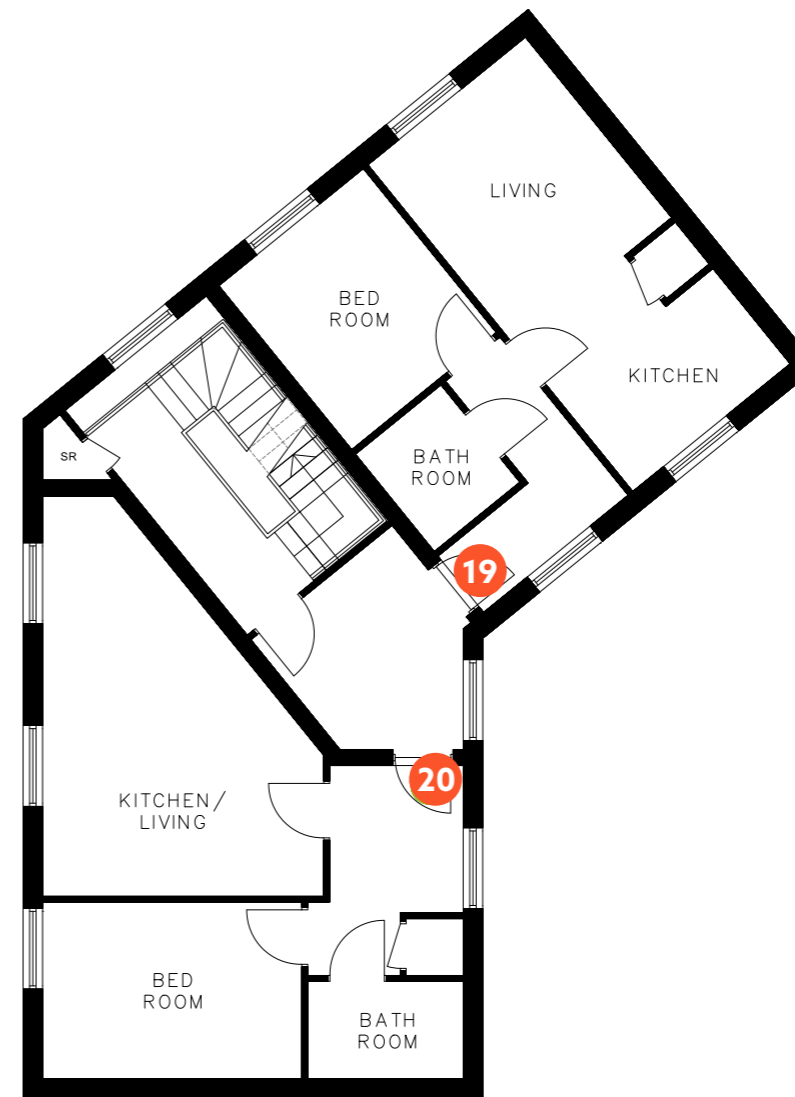
**UNIT 18**  
Bedroom: 3.85 x 2.60  
Kitchen/Dining/Living: 4.20 x 6.00  
Bathroom: 2.29 x 1.40



**BLOCK B  
FIRST FLOOR**

**UNIT 19**  
Bedroom: 2.78 x 3.12  
Kitchen/Dining/Living: 2.95 x 6.28  
Bathroom: 1.60 x 1.85

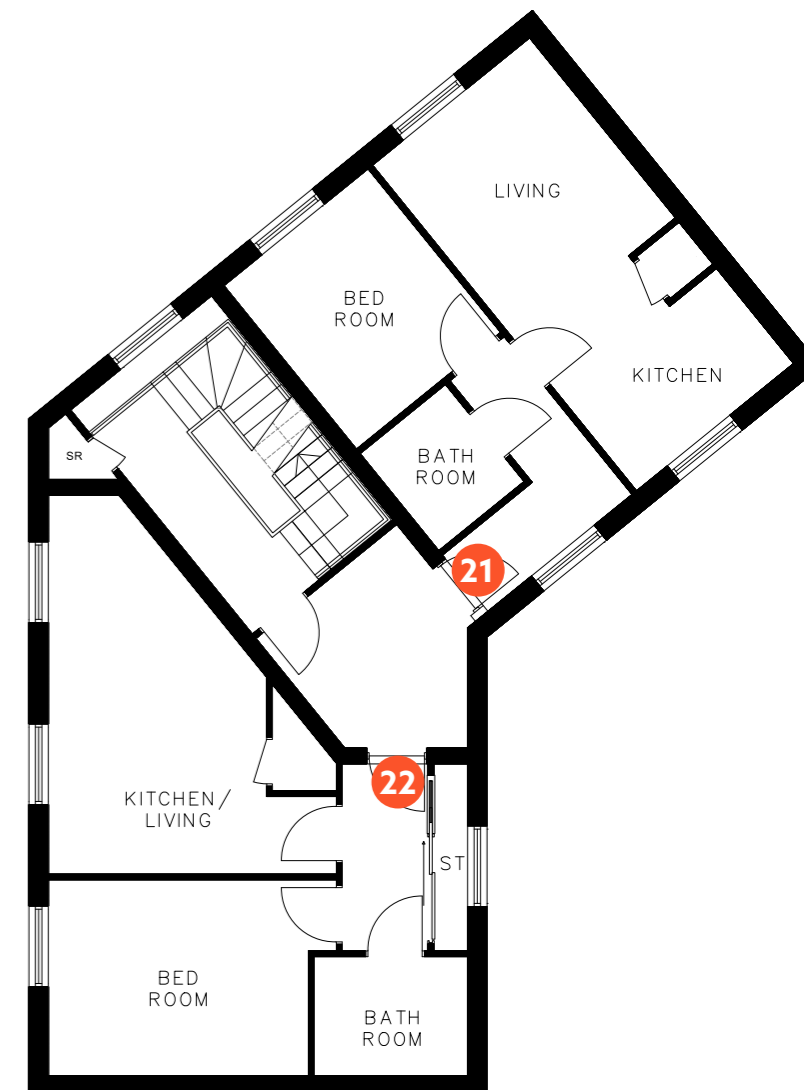
**UNIT 20**  
Bedroom: 3.85 x 2.60  
Kitchen/Dining/Living: 4.20 x 6.00  
Bathroom: 2.29 x 1.40



**BLOCK B  
SECOND FLOOR**

**UNIT 21**  
Bedroom: 2.78 x 2.70  
Kitchen/Dining/Living: 2.95 x 6.28  
Bathroom: 1.60 x 1.72

**UNIT 22**  
Bedroom: 3.85 x 2.60  
Kitchen/Dining/Living: 4.20 x 6.00  
Bathroom: 2.29 x 1.40



# SITE PLAN



## SPECIFICATIONS

### COMMUNAL

- Bicycle store
- Bin store
- Individual video door entry system
- Block paved and landscaped outside area

### KITCHEN

- Quality fitted kitchens
- Tailored tile selection
- Built-in: Oven, hob & extractor, dishwasher, fridge, washer-dryer

### BATHROOM

- Fully tiled bathroom
- Enclosed bath with shower over
- Wash hand basin and low-level WC
- Heated towel rail
- Extractor fan

### GENERAL

- White flush internal doors and contemporary ironmongery
- TV point in the living area and master bedroom
- Telephone/broadband point in the living area
- 10-year ICW building warranty

\*the property and development specifications, particulars, descriptions, artists' impressions, photographs, floor plans, configurations, layouts, maps and any other details are for general guidance only and are subject to change without notice

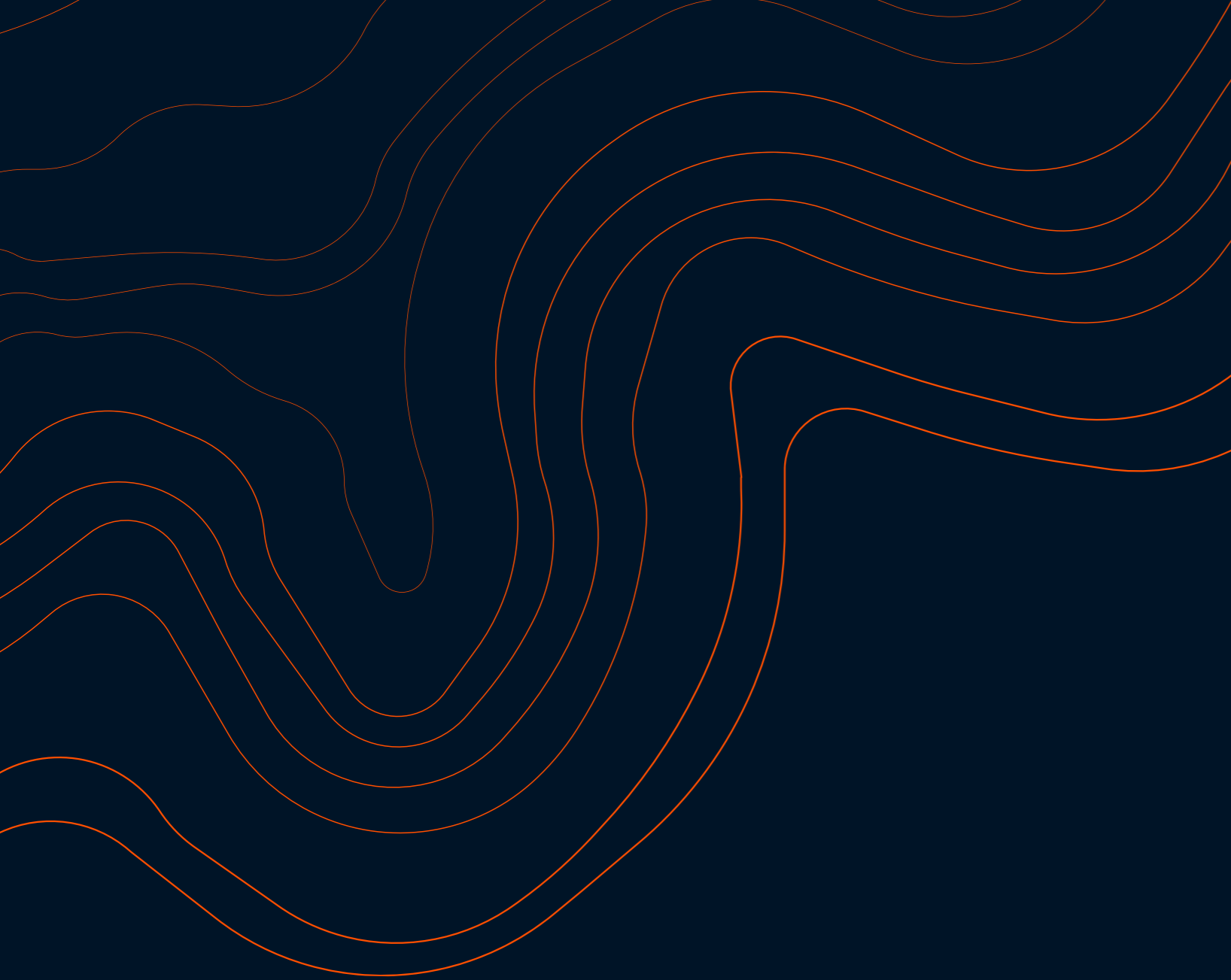




## OPENING THE DOOR TO OWNING YOUR OWN HOME

At Fortitudo, we strive in making first homes accessible to everyone. All apartments at The Cross are associated with the government Help to Buy scheme, enabling buyers to purchase one of these luxury new-build apartments with just a 5% deposit. The government will lend you a 5-year interest-free loan of up to 20% of the property value. You can repay your loan at any time, or on the sale of your new home. No longer do you need a large sum of money sitting in the bank to buy a property!

For more information, please visit our website at [fortitudo.com](http://fortitudo.com)



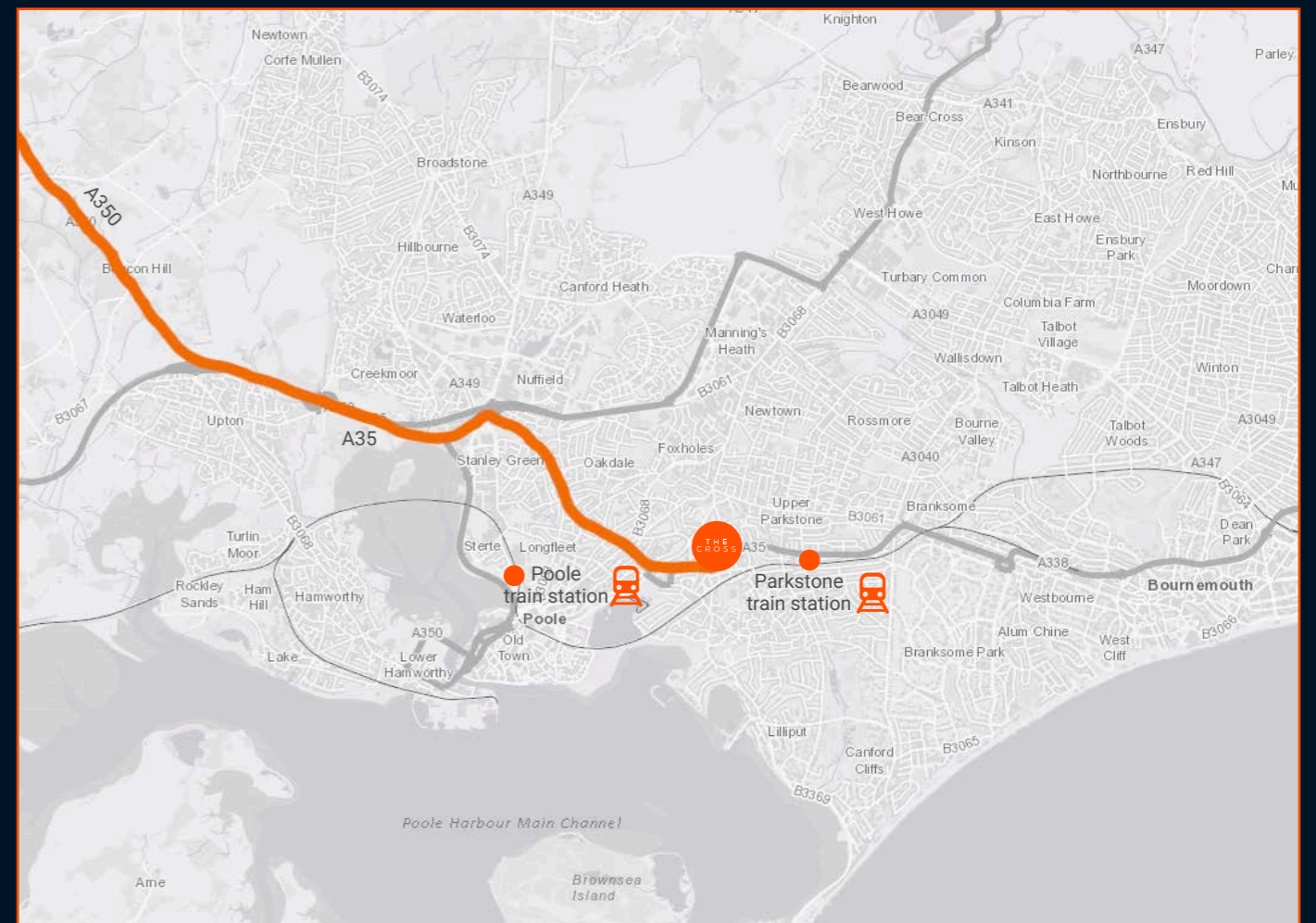
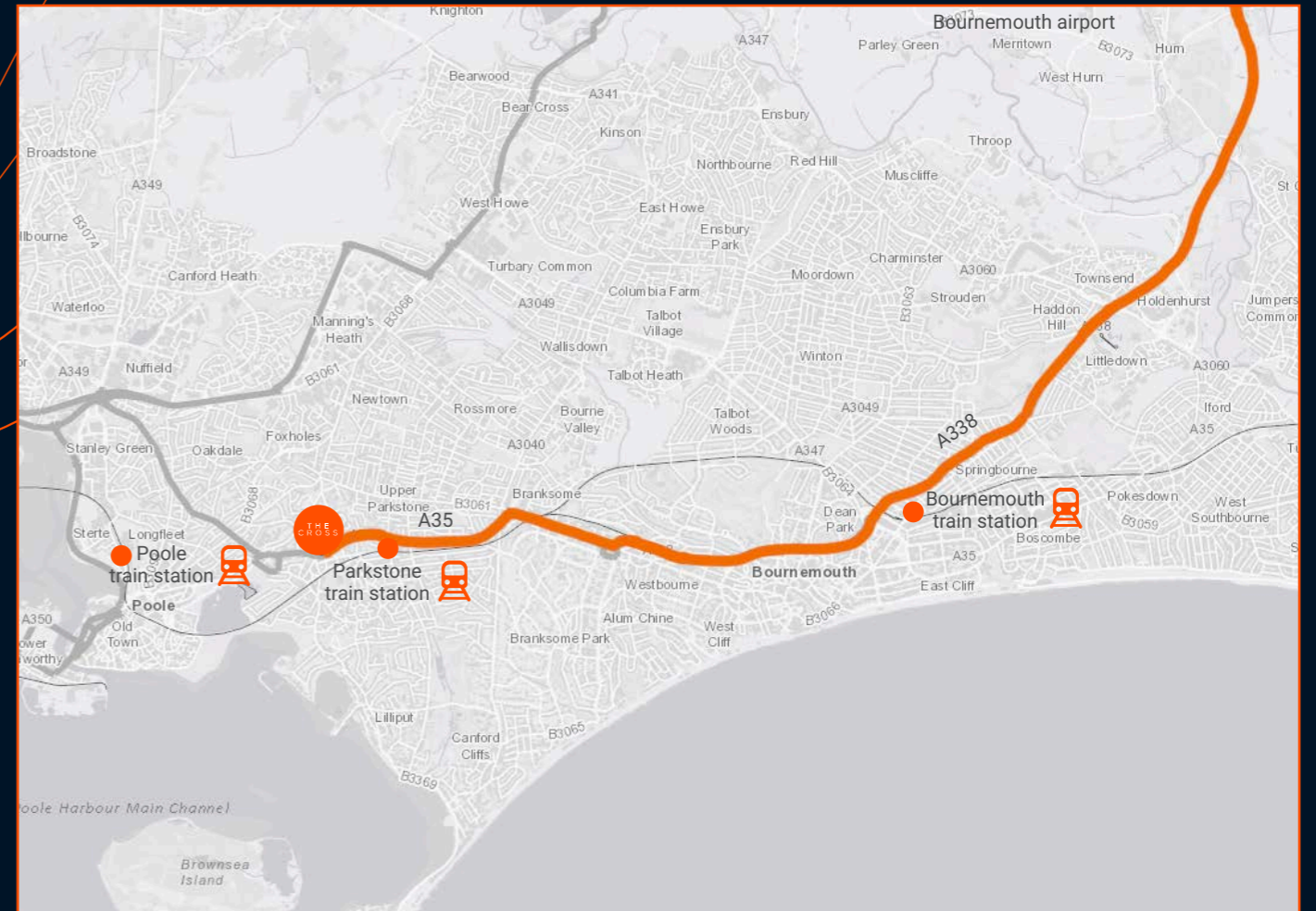
# FINDING THE CROSS

## FROM THE M3

Head west on M27 and continue onto A31. Use the left lane to take the A338 slip road to Bournemouth / Christchurch / Bournemouth International Airport. Keep left and follow signs to Christchurch B3072 and merge onto A338. At the roundabout, take the 2nd Exit onto Wessex Way / A338. Then, at the next roundabout, take the 1st exit onto Bournemouth Road A35 and continue straight down until you reach The Cross on Commercial Road.

## FROM DORCHESTER A35

Head east on A35 towards Dorchester, at Stinsford roundabout, take the 2nd exit and stay on the A35 for 9.9 miles. At the Townsend roundabout, take the 2nd exit and stay on A35, at Poole Hill roundabout, take the 1st exit and stay on A35 for 6.8 miles. At the roundabout, take the 2nd exit and stay on A35 for 2.5 miles and continue onto A350 for 1 mile. At the Holes Bay roundabout, take the 2nd exit onto A3049 for 1.6 miles and continue on Old Wareham Road / B3061, at the roundabout, take the 3rd exit onto Ringwood Road, for 0.6 miles, then turn left onto Sea View Road, once the roundabout is reached, continue straight onto Springfield Road, and continue onto Church Road until The Cross is reached.







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